

| | | | |
|-----------------------------|---|-----------------------------|----------|
| Title: | Metal Container Manufacturers' Advisory Council Fonds, 1970-1983, n.d. (non-inclusive) | | |
| Creator: | Ontario Editorial Bureau | | |
| Dates of Material: | 1970-1983, n.d. (non-inclusive) | Record Group Number: | RG 75-76 |
| Summary of Contents: | <p>Correspondence, Minutes and Press Releases 1971-1981</p> <p>1.1 Much of the correspondence deals with the concept of littering. Included is the <i>Littering Control Council of Ontario Report and Recommendations</i>. There is also a submission to the Honourable George A. Kerr, Minister of the Department of Energy and Resources Management by the Metal Container Manufacturers' Advisory Council. Six reclamation centres opened in Toronto to collect beverage and food cans. This file also contains a paper on the solid waste program for the City of St. Catharines, Mar.- May, 1971</p> <p>1.2 <i>Candid Comment</i>, which is a publication that was produced for the Metal Container Manufacturers' Advisory Council is discussed in the correspondence, June-Dec., 1971</p> <p>1.3 Contains a brief to the Honourable Victor G. Goldbloom, Minister of the State Responsible for the Quality of the Environment, Government of Quebec from the Metal Container Manufacturers' Advisory Council. The Council also sent a brief to the Honourable James A.C. Auld, Minister of the Department of the Environment. There is also a paper on the rationale regarding soft drinks in Ontario, 1972</p> <p>1.4 Includes an address by Jean G. Cormier, Director of Communications and Public Affairs of Dominion Foundries and Steel and a member of the Metal Container Manufacturers' Advisory Council entitled <i>Let's Talk Trash</i>. There is also a position report by the Council entitled <i>Solid Waste Management and the Metal Container in Ontario</i>. Pertinent facts with regard to the volume of waste accounted for by soft drink cans and estimated collection costs are included. Environment Minister James Auld outlined solid waste management policies. There is also a submission from the Continental Can Company of Canada. Includes 1 b&w photo, 1973</p> <p>1.5 Contains a briefing and meeting of TRAC (Toronto Recycling Action Committee). Ontario Minister of the Environment William Newman said that he was studying the report of the tax force on solid waste and he said that a report would be tabled soon. William Newman announced the building of an experimental reclamation in North York. There is also a summary of material dealing with the attitudes of provincial governments to non-returnables, 1974</p> <p>1.6 The Federation of Ontario Naturalists put out a paper entitled <i>You've Got a Chance to do Something About it</i>. The Metal Container</p> | | |

Manufacturers' Advisory Council held a news conference at Queen's Park calling for the establishment of a powerful, independent, non-partisan environmental review board for the purpose of assessing the impact on the environment of projects that might harm the environment. The Honourable William G. Newman, Ontario Minister of the Environment made a statement to the representatives of the carbonated soft drinks industry. Ken Bethune, Director of Environmental Affairs of the American Can of Canada spoke about the environment and resource recovery. Murray Gaunt (Liberal – Huron-Bruce) introduced a private member's bill in the Ontario Legislature to prohibit the use of non-returnable bottles and cans. The Honourable William G. Newman gave a statement on the interim report of the Waste Management Advisory Board. The Honourable George A. Kerr, Minister of the Environment gave remarks on solid waste disposal and recycling, 1975

1.7 Included is an address to the St. Catharines Rotary Club by Guy P. French, President and Chief Executive Officer of American Can of Canada. His address is entitled *What Was, Was*. E. Ewart Fry, President of Continental Can Company of Canada gave a talk entitled *Packaging: its Objectives and Responsibilities*, 1976

1.8 It was announced by the Ministry of the Environment that as of April 1, 1978 there would be a ban on no-refillable pop bottles. The Retail Merchants Association of Canada opposed the 5 cent tax on metal containers for soft drinks. Included is a statement in the legislature by The Honourable George Kerr, Minister of the Environment regarding the proposed beverage container tax. Guy P. French spoke to the Rotary Club of Ottawa on behalf of the Metal Container Manufacturers' Advisory Council. The Ontario Government has spent an estimated \$1 million dollars in an attempt to legislate or regulate the pop can out of existence, 1977

1.9 Guy P. French spoke to the Rotary Club of London on packaging, including references to the disposable metal container. A bylaw regulating the sale of soft drinks in non-returnable containers was put aside in Windsor, Ontario after it was ruled that the bylaw could not be enforced, 1978

1.10 Federal Consumer and Corporate Affairs Minister Allan Lawrence announced that a safety standard for 1.5 litre or larger carbonated soft drink bottles was established under the Hazardous Products Act. A summary of the Montreal Conference of Recycling and Conservation held in February of 1981 is enclosed. A Queen's Park Report for Stelco regarding metal containers is included, 1979-1981

Clippings, 1971-1978, 1980, 1983

1.11 Clippings regarding recycling and shredding, 1971

| | |
|--|--|
| | <p>1.12 A Niagara Falls recycling centre was proposed. A campaign against litter was launched by the Ontario Government, 1972</p> <p>1.13 Hamilton approved a “cash for trash” plan and was the first Canadian municipality to recover and recycle metal cans from household refuse. The Metal Container Manufacturers’ Advisory Council eased off on their controversial can recycling ads, 1973</p> <p>1.14 Most articles focus on recycling and turning tin cans into scrap metal. There are also articles on glass and newspaper recycling, 1974</p> <p>1.15 A proposal to do a feasibility study for a plant in Thorold South to burn the region’s garbage, generating steam and electrical power for use by Ontario Paper Company and possibly others close by was outlined, and a proposal put forth. Metal separation at Pelham Road dump was slated to become a reality by the summer of 1975. St. Catharines received \$100,000 from the Ministry of the Environment to buy metal separation equipment. Robert Nixon said that a Liberal government would ban the sale of non-returnable soft drink containers, 1975</p> <p>1.16 Headlines claimed that a ban on cans would constitute the loss of thousands of jobs. The bylaw on non-returnables was quashed in London, Ontario. The use of throwaway soft drink containers in Canada was expected to drop off and a trend toward refillable containers gained momentum. Environment Minister George Kerr stated that retailers selling soft drinks in throwaway containers had to offer the same brands, flavours and sizes in refillables beginning in April of 1977. A U.S. survey said that buying beer and soft drinks in returnable bottles and cans was cheaper than purchasing the same products in throwaway containers, 1976</p> <p>1.17 Glass firms were upset by the Ontario cabinet’s decision to ban non-refillable soft drink bottles. Environment Minister George Kerr said a total ban on cans would be unfair because there is no such thing as a returnable can. A Gallup poll found that a large majority of Canadians (81%) wanted a law requiring deposits and refunds for all soft drinks sold in bottles and cans. Ontario scrapped a plan to put a tax on pop cans, 1977</p> <p>1.18 An Environment Minister spokesman said that chances were very good that the Niagara Region would have a resource recovery plant by 1984. The debate continued about disposable cans and refillable bottles, 1978</p> <p>1.19 Recycling is discussed and new personnel were appointed at the American Can Canada Company, 1980</p> <p>1.20 The slumping steel industry looks at recycling beverage cans. Environment Minister Keith Norton said that a recycling plan is more</p> |
|--|--|

| | |
|--|--|
| | <p>important than steel jobs. There is discussion about steel cans versus aluminum cans, 1983</p> <p>Publications and Flyers, 1970-1971, 1973, 1975-1976, n.d.</p> <p>1.21 <i>A Position Report on Solid Waste Management and The Metal Container in Ontario</i>, 1973, 1976</p> <p>1.22 <i>Candid Comment</i>, 1971, 1975</p> <p>1.23 <i>Submission by the Manitoba Soft Drink Association, Pollution Survey – City of Toronto, Returnable Soft Drink Containers: A Proposal for Research to Establish Trippage</i> prepared for the Metal Container Manufacturers' Advisory Council by The Creative Research Group, <i>The Carbonated Soft Drink Container in Ontario</i> by The Ministry of the Environment, 1970, 1973, 1976</p> <p>1.24 Flyers and pamphlets including: <i>Canacology</i> by the American Can of Canada and information on the pulverizer as well as <i>A Case for the Pulverization of Solid Wastes</i> by Gordon L. Sutin, 1970-1971, 1975, n.d.</p> |
| Physical Description / Condition: | <p>38 cm, (1 box) containing correspondence, press releases, clippings and publications.</p> |
| Administrative/ Biographical Sketch | <p>The metal container industry has plants throughout central and western Canada, but the concentration of plants are in Ontario.</p> <p>The metal container industry has gone through many changes with the advent of metal recycling. In-plant recycling of waste products has become a normal operating procedure.</p> <p>In 1976, the Progressive Conservatives led by Premier Bill Davis decided to pass amendments to the Environmental Protection Act which would require the gradual phasing out of non-refillable pop containers.</p> <p>The Metal Container Manufacturer' Advisory Council (MCMAC) stated that if the regulations were implemented there would be a loss of more than 1,200 jobs in steel can making and capital facilities worth more than \$50 million owned by companies involved with soft drink can manufacturing would be abandoned.</p> |

| | |
|---|--|
| | |
| Location: | Brock University Archives |
| Source Information: | This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997. |
| Subject Headings: Added Entries: | Cahill, Louis Ontario Editorial Bureau Recycling Metals xFinishing xWaste disposal |
| Related material | |
| Described by: | Anne Adams |
| Date: | Aug.15, 2016 |